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(74) Agent: IPRIS GMBH; Missionsstrasse 24, CH-4055
Basel (CH).

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(71) Applicant (for all designated States except US): SELEXIS
S.A. [CH/CH]; 18, Chemin des Aulx, CH-1228 Plan-les-
Ouates (CH).

(72) Inventors; and

(75) Inventors/Applicants (for US only): MERMOD, Nicolas
[CH/CH]; Route des Deux-Communes 19, CH-1164
Buchillon (CH). GIROD, Pierre Alain [CH/CH]; Ch.
du Muguet 15, CH-1007 Lausanne (CH). BUCHER,
Philipp [CH/CH]; Avenue de Valmont 18, CH-1010 Lau-
sanne (CH). NGUYEN, Duc-Quang [CH/CH]; Ch. des
Etourneaux 24, CH-1162 Saint Prex (CH). CALABRESE,
David [CH/CH]; Pl. du Tunnel 4, CH-1005 Lausanne
(CH). SAUGY, Damien [CH/CH]; Avenue Mon-Loisir 13,
CH-1006 Lausanne (CH). PUTTINI, Stefania [IT/CH];
Avenue Marc-Dufour 50, CH-1007 Lausanne (CH).

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(54) Title: HIGH EFFICIENCY GENE TRANSFER AND EXPRESSION IN MAMMALIAN CELLS BY A MULTIPLE TRANS-
FECTION PROCEDURE OF MATRIX ATTACHMENT REGION SEQUENCES

(57) Abstract: The present invention relates to purified and isolated DNA sequences having protein production increasing activity
and more specifically to the use of matrix attachment regions (MARs) for increasing protein production activity in a eukaryotic cell.
Also disclosed is a method for the identification of said active regions, in particular MAR nucleotide sequences, and the use of these
characterized active MAR sequences in a new multiple transfection method.



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